

Trade Mark

POWDRPAINT.

Registered.

A DRY POWDER.

Makes a Durable, Fireproof, Sunproof, Weatherproof Paint
by MIXING WITH COLD WATER.

SPREADS EQUAL TO BEST OIL PAINT.

Reduces Cost of Painting 75 Per Ct.



Received the Highest Award at the
PAN-AMERICAN EXPOSITION.

For Sale By



POWDRPAINT



Is composed of the best paint pigments known, combined with pure colors and other substances necessary to make a first-class paint. These are ground together which makes the finished product extremely fine, smooth and of an even color throughout. The nature of the ingredients is such that only a moderate quantity of water is needed to dissolve and combine them and a high grade paint is produced. It contains no animal glue and will not deteriorate or soften with age.

It is intended for use on wood, brick or stone surfaces outside or inside, and may also be used on plastered walls not previously coated with kalsomine or whitewash.

As a priming coat it is also of great value when for any reason oil paint is desired for the finishing coat, as it is an excellent filler on old, weatherbeaten buildings and forms a hard, smooth surface so that one coat of oil paint applied over one coat of Powdrpaint will make a better job than two coats of oil paint alone; may also be used over old oil paint.

✿ FIREPROOF. ✿

Powdrpaint is strictly fireproof and is not subject to change through the action of gases or acids. It is almost impossible for fire to catch where the wood is thoroughly coated with it. This is a very desirable feature and worthy of consideration.

✿ SUNPROOF. ✿

Being of a fireproof nature Powdrpaint is not affected by the heat of the sun and will not dry out and become soft and chalky with age. It is absolutely heat proof.

✿ WEATHERPROOF. ✿

Powdrpaint will stand rain and weather exposure. It hardens like cement; therefore water will not affect it after it has set. It spreads equal to the best paint made, adheres with even greater tenacity than oil paint and forms a hard weatherproof, enamel paint which takes the place of oil paint for nearly every purpose, while being superior to it for others. As one coat of Powdrpaint covers nearly as well as two coats of oil paint, the saving in cost of material is fully 75% which is an item well worth considering.

COLORS.

These Samples are ONE COAT of the
Weatherproof Paint on Paper.

Also Furnished In

Weatherproof White, Black and Inside White.



Any two or more of the above may be mixed together to form additional tints, thus a great variety of new colors can be produced. For example, 49, two parts, and 48, one part, makes a light green; 41 and 44, equal parts, produces colonial yellow, &c., &c.

Durable, Economical and Easy to Apply.

Powdrpaint is of **Especial Value to Farmers**, whose buildings are often badly neglected. There is so much surface to be covered on the barns and outbuildings and they absorb so much oil that many farmers cannot or will not use oil paint and their buildings are allowed to become weathbeaerten and unsightly. Such buildings can be covered with Powdrpaint by the farmer and his hired man at odd times, and protected from the weather and against fire at a very small cost. A few dollars invested in Powdrpaint will improve the appearance of the property 100% and add many dollars to its value.

Manufacturers and mill owners are also subject to a great deal of expense in keeping the outside of their buildings painted and protected from the weather and the interiors neat, clean and sanitary. The great saving in cost by using Powdrpaint and the added protection from fire has caused many of them to almost entirely discard oil paint and use Powdrpaint.

THE INSIDE WHITE

Is especially intended for **Coating Large Interior Surfaces**, such as the insides of stables, barns, warehouses, factories, creameries, breweries, paper and pulp-mills, schools, hospitals, light-shafts, dark stairways, etc.; in fact, any place where it is desired to **Increase the Light and Perfect the Sanitation**, while at the same time securing almost **Absolute Protection from Fire**.

It is made in the same manner as the outside paint, except that it will not stand rain or weather exposure. It has, however, all the **Fireproof** and **Sanitary** qualities of the outside paint, and for inside use is just as durable, while costing still less.

It is such a **Brilliant White** and its **Reflective Qualities** are so strong, that in factories where artificial light is used a part of the day, Powdrpaint will increase the length of time during which the operatives can work by natural light from one-half hour to an hour, thereby saving its cost by this means alone in a short time.

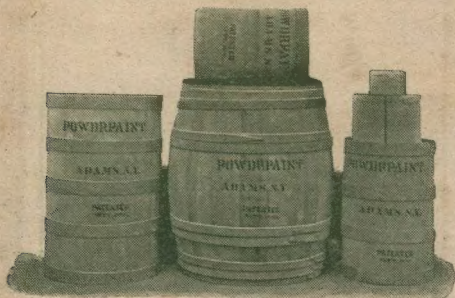
THE BEST FIRE RETARDENT KNOWN.

Covering Capacity.

FIVE POUNDS of the dry powder will make ONE GALLON of paint which will cover approximately 300 square feet on smooth lumber or 200 square feet on rough lumber, brick or stone. One coat of this paint covers nearly as well as two coats of oil paint. This should be taken into consideration when figuring saving effected by using Powderpaint.

The Following Illustration Shows how Powderpaint is Packed for Shipment.

Barrels contain 425 lbs.; half barrels, 200 lbs.; kegs, 100 lbs.; kegs, 50 lbs.; pasteboard cartons, 5 lbs.



No pains nor expense is spared in packing Powderpaint for shipment, so that it will reach its destination in perfect condition without breakage. The package goods are put up in paper-lined cartons, then wrapped and pasted tight, and packed in wooden boxes for shipment. The Kegs and Barrels are lined with heavy paper and cushioned rims are placed underneath the heads to prevent sifting. They are strong, well made and well hooped, insuring delivery of contents to purchaser without loss.

A. L. RICE, M'fr.,

ADAMS, N. Y.

#25772057TD Cat
5-6-92 1901

Directions for Mixing.

PLACE THE POWDER in the Pail in which you wish to mix the paint. Add a little water and stir until it is taken up by the Powder; then add a little more water and stir until that is taken up, and so on until a thick paste is formed; then stir briskly until all lumps are worked out and the paint appears smooth; then thin to the consistency of thick cream, being careful not to get it too thin, and let it stand one-half hour to thoroughly dissolve and combine; stir briskly again for a moment before using. The more stirring, the better the paint. It should not be so heavy as to work sticky, but when properly mixed will work oily and smooth, yet have body enough to cover perfectly one coat.

If through careless mixing the paint appears lumpy it should be rubbed through a sieve to effect a proper mixture. It is better to not mix more than can be used the same day. Clean brushes as soon as through using them, and put them in water to keep soft during noon hour.

Rules for Measuring Surfaces.

Of course no rule can be given which will be exact in all cases, but the following will show approximately the amount of Powderpaint required to cover any given surface.

Multiply the distance around the building in feet by the average height.

If weatherbeaten or very rough, divide by 40. If smooth planed lumber, divide by 60. This will give the number of pounds (not gallons) required for the body color, one coat. Divide the pounds required for body by eight, and it will give you approximately the pounds needed for trimming.

Brushes.

Any fair quality paint brush will spread Powderpaint nicely. A 4-inch flat brush for body work and a 2½ inch flat brush for trimming will suit best

POWDER PAINT

TRADE-MARK

REGISTERED
WEATHERPROOF,
FIREPROOF,
SANITARY.

PAINT WITHOUT OIL
REDUCES COST OF PAINTING 75 %.

COLORS.

These colors are 1 coat of the paint on paper.



Also furnished in PURE WHITE.

A. L. RICE, Mfr.,

ADAMS, N. Y.

TDCAT 1901

Directions.

Add cold water slowly, stirring briskly meanwhile until a thick paste is formed and all lumps worked out. Then add only enough water to make it the consistency of cream or good oil paint. **Do not get it too thin.** Stir frequently while using.

Let it Stand 30 Minutes Before Being Applied so that the Ingredients may Thoroughly Dissolve and Combine.

Use the same care in applying as with oil paint and brush out well. If applied over old paint all scales and loose particles should be scraped off. If the building has been coated with whitewash or kalsomine this must be entirely removed as the adhesive quality of Powderpaint is so much greater that it will cause it to flake or peel the same as oil paint would under similar conditions. **Do not mix more than you can use the same day.**

Covering Capacity, 5 Pounds make 1 Gallon.

Smooth, planed boards	250 to 400 Sq. ft.
Rough weather-beaten boards,	125 to 250 "
Brick or Stone,	125 to 250 "

The paint is put up in :—

Bbls.	Half Bbls.	Kegs.	Kegs.	Pkgs.
400 lbs.	200 lbs.	100 lbs.	50 lbs.	5 lbs.

It comes in pure white and twelve colors and the white is made in two grades for both inside and outside use. In ordering state which is desired.

This is not a Kalsomine or whitewash, but a high grade paint, which is equal to oil paint for many purposes. On account of its low price, durability and covering qualities it can be used on a great many surfaces which would otherwise be allowed to become weather-beaten and unsightly. If applied to a clean surface on wood, brick or stone it will not rub or scale off and is guaranteed to give satisfaction.

PRICE LIST POWDRPAINT,

All Prices f. o. b., Adams, N. Y.

WEATHERPROOF PAINT for OUTSIDE USE.

Made in **WHITE** and **Twelve Colors.**

Put up in 5-lb. Packages, 10c. per lb. 50c. per Package

The paint is also put up in barrels, half barrels and kegs
If ordered in this way a reduction of one cent per pound
will be made in the price on account of the reduced cost
of packing and cases.

Barrels, contain about.....	400 pounds.
Half barrels.....	200 pounds.
Kegs.....	100 pounds.
Kegs.....	50 pounds.

I also make a **White** for **Inside use only**, where not
exposed to the rain or weather. For use inside of stables,
factories, light-shafts, dark stairways, etc., **Will not rub.**

COVERING CAPACITY.

(5 pounds make 1 gallon.

This will vary according to the surface to be covered
but the following table gives approximately the area **One**
Package will cover. On the same character of surface
however, Powdrpaint has about one-fourth greater cover-
ing capacity than oil paint.

Smooth, planed lumber.....	250 to 400 Sq. ft.
Rough, weatherbeaten lumber....	125 to 250 "
Brick or Stone.....	125 to 200 "

For further information write to

A. L. RICE, Mfr.,

Adams Jeff. Co., N. Y.

TDCAT 1901

POWDRPAINT,

Paint Without Oil.

Weatherproof,

Fireproof,

Sanitary.

**A Substitute for Oil Paint at one-
quarter the cost.**

Especially adapted for

FARM BUILDINGS,

FACTORIES,

WAREHOUSES,

SHEDS,

STABLES, ETC.

INSIDE OR OUTSIDE

FACTS

For the Information of those Who are Not Familiar with the Uses to Which Powder-paint Can be put.

Powderpaint is a dry powder which comes in pure white and many colors. It only requires to be mixed with cold water to make a paint which will take the place of oil paint for many purposes.

Powderpaint (weatherproof) can be used to advantage on the exterior of Barns, Creameries, Factories, Warehouses, Sheds, Farmhouses, etc., in fact, any place where cheap durable paint is desired.

Powderpaint is not, however, a metallic paint and is not recommended for tin or metal roofs or for outside use on metal of any description. Neither is it guaranteed for use on shingle roofs although many of my customers have used it for this purpose and appear to be satisfied with it.

Powderpaint should be mixed with the same care that is given to lead and oil. Do not dump in a couple of pails of water and stir it for a minute or two with a stick and expect that it will mix up without any lumps or powder balls forming. Follow carefully the directions on the color card and we will both be better satisfied.

Powderpaint is mineral in nature and is therefore a great fire retardent. Thus a building coated with it is not apt to catch fire from any outside source, such as the burning of an adjoining building.

Powderpaint should not be applied as soon as mixed as the binder is composed of a substance which requires at least one-half hour to dissolve, **This is important** and must not be overlooked if good results are expected.

Powderpaint can be applied to plastered walls under certain conditions. As it will not give satisfaction in all cases I recommend the use of "**Stuccota**" which is an interior finish especially prepared for plaster and is greatly superior to Kalsomine. It contains no animal glue and therefore will not deteriorate with age, and will not rub off, flake or peel. Color card and price list will be sent on application.

Powderpaint should not be mixed with hot water or any foreign ingredients. Simply use plain cold water and follow directions.

Powderpaint must not be applied over old whitewash or Kalsomine. The binder is so strong that it will pull off this material the same as oil paint would. Neither should it be applied over freshly painted oil paint as the fresh oil will destroy the binder.

Powderpaint (weatherproof) may be used for inside work if desired as there is no oil in its composition and it therefore will not discolor or turn yel-

low with age. In fact I consider it superior to oil paint because it dries perfectly flat and shows no brush marks or reflected light, and the white is so snow white that it brightens dark interiors wonderfully.

Powdrpaint may be used on the interior wood-work in dwellings and where liable to become soiled quickly, as in kitchens, etc., it may be varnished over, thereby making a surface which can be quickly wiped clean with a damp cloth and will last practically forever, and the cost for one coat of Powdrpaint and one coat of varnish will be less than if oil paint was used.

Powdrpaint is also made for inside use only in pure white. This is slightly cheaper, is intended for use on large surfaces such as the interior of large factories, creameries, offices, covered areas, etc., where not exposed to the weather.

If your dealer does not keep Powdrpaint, you may send your order direct and I will appreciate it if you will give me his name as there is no doubt but what he would carry a stock if acquainted with its merits.

A. L. RICE,

Adams, N. Y.

ORDER BLANK.

47

.....190
(Post-Office address on this line.)

A. L. RICE, Adams, Jeff. Co., N. Y.,

Please ship by.....at once "Powdrpaint" as follows :

							Amount.	
							Dol's.	Cts.
No. of 5 lb. Packages								
Color - - -								
No. of Bbls. (400 lbs.)								
Color - - -								
No. of 1-2 bbls. (200 lbs.)								
Color - - -								
No. of Kegs (100 lbs.)								
Color - - -								
No. of Kegs (50 lbs.)								
Color - - -								

Enclosed find.....for \$

Name.....
 Post-Office.....
 County State.....
 Nearest R.R. Station.....
 Name of Rail Road.....
 What buildings are you going to paint.....

 Old or New Lumber.....
 Ever painted before.....
 Give name and Post-Office of painter who is going to do your work:

Remarks:

.....

IF YOU WILL SEND THE NAME AND ADDRESS of any persons who have buildings to paint you will confer a great favor on all interested.

[illegible]

Name of person sending list.....

P O

Special Offer.



I will make you the following SPECIAL OFFER in order to introduce the paint at once :—

If you will send me an order for 200 pounds, cash with order, I will pay the freight to your station, delivering the goods at the prices quoted on enclosed price list. You can get some of your neighbors to order with you if you do not require this amount yourself. You can take no risk in recommending the goods to them as my guarantee fully covers.

A. L. RICE, Adams, N. Y.

MSA 7 1901

To the Purchaser.

I hereby guarantee that the paint contained in this package will prove perfectly satisfactory in every way if properly mixed and applied according to directions, and should it not do so I agree to refund the amount paid for same.

A. L. RICE, Adams, N. Y.

As to my responsibility I take pleasure in referring to The Farmers National Bank, Adams, N. Y., The Jefferson Co. National Bank, Watertown, N. Y., or any Commercial Agency.

TDCAT 1751



Adams, N. Y. Jul 2 1901

Esteemed Friend:-

I wish to thank you for giving me an opportunity to explain the merits of Powdrpaint. Having been born and raised on a farm, I know from experience what a great expense it is for a farmer or anyone who has buildings to take care of to pay the extortionate prices charged by the Paint Trust for oil paint. I therefore experimented with different materials with the view of saving a few dollars until I hit upon this mixture. After using the paint for several years myself besides furnishing it to my neighbors and friends, it has proved to be such a phenomenal success that I decided to put it on the general market, so that everyone may have the benefit and be able to keep their buildings and fences properly painted and protected from the weather at a trifling cost.

I fully realize that it is necessary to overcome doubt and skepticism regarding this new paint. The idea has been handed down from father to son that paint must be a mixture of lead and oil or venetian red and oil; in fact, that oil is a necessary part of any paint. For this reason I send a small sample of Powdrpaint free to show what it is and what it will do, and I enclose in every package a positive guarantee that it will do all I claim.

If you will mix the sample with water and apply it according to directions you will see that oil is entirely unnecessary, thereby saving you the difference between a gallon of oil and a gallon of water, which you can figure for yourself. Another item of saving is that you buy direct from the manufacturer and simply have to pay one small profit over the cost of the raw material, while in buying oil paint, (which is all controlled by a trust), you have to pay a half-dozen different profits.

I only ask that you give the paint a fair trial. Make up an order for your needs and send it to me at once, so that you may have the paint ready for use when you require it. Under my positive guarantee, you are taking no chances whatever in ordering all you require at once, but if you desire a larger sample to give it a more thorough test before placing your order, I will be pleased to send you by mail as large a sample as you desire, only asking you to send stamps to cover postage. This will cost one cent per ounce, and thus if you will send me ten cents I will send you ten ounces, or if you will send twenty-five cents I will send twenty-five ounces.

Now do not put this letter aside, but order the paint to-day. I do not think you care to throw your money away if you can help it. Lead and oil are controlled by trusts and come high. Powdrpaint comes direct from the manufacturer to the consumer at one-fourth the cost, and the water to mix it with costs you nothing. Tell your neighbors about this wonderful new discovery that will put dollars in their pockets. "A dollar saved is two earned". Get them to order with you and save freight charges, and when once Powdrpaint has been introduced in your vicinity, you will find there will be no other paint used.

Yours very truly.

A. L. Rice.

“POWDRPAINT.”

—Paint Without Oil.—

Reduces Cost of Painting 75 Per Cent.

Send for Free Sample.

A. L. RICE, M’f’r.,

Adams,

Jeff. Co., N. Y.

"POWDRPAINT."

—Paint Without Oil.—

Reduces Cost of Painting 75 Per Cent.

Send for Free Sample to

A. L. RICE. Adams, Jeff. Co., N. Y.

1901



Mrs. Thos. Mann

Scituate

Mass.



34
POWDRPAINT

one coat,

It is Fireproof.

Light unpainted end
and note result.